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Source: https://www.industrydocuments.ucsf.edu/docs/mjym0004

SHANI LESTER

Amy-

Here are two copies of the research presentation that I mentioned. It gauges YAMS' reactions to the emergence of new cigarette brands and some specific Camel promotions.

Call me if you'd like to discuss.

Shani

Read (as well as background materials)

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Source: https://www.industrydocuments.ucsf.edu/docs/mjym0004